

11. (New) An over-the-road concrete mixer motor truck having a rotatable concrete mixer drum mounted thereon, said concrete mixer drum including indicia thereon comprising signage providing an advertising message, said signage extends substantially axially on said drum and in a helical pattern with respect to the axis of rotation of said drum and said signage comprises alternate signs disposed on the circumference of said drum and extending axially on said drum and in said helical pattern, said alternate signs are inverted with respect to each other so as to be readable in their entirety, respectively, from opposite sides of said drum during rotation thereof.

12. (New) A method for displaying one of a message and advertising a product or service comprising the steps of:

providing an over-the-road concrete mixer truck having a generally cylindrical concrete mixer drum mounted thereon for rotation about a longitudinal axis of said drum; and

providing indicia on said drum which utilizes at least one of the shape and rotation of said drum to provide a visual display, said indicia comprising signage which extends substantially axially and in a helical pattern with respect to the axis of rotation of said drum and said signage comprises alternate signs disposed on the circumference of said drum and extending axially and in said helical pattern and which are inverted with respect to each other so as to be readable in their entirety, respectively, from opposite sides of said drum during rotation thereof.